当代世界学术名著·经济学系列

THINKING STRATEGICALLY

The Competitive Edge in Business, Politics, and Everyday Life

策略思维

商界、政界及日常生活中的策略竞争

中国人民大学出版社

Thinking Strategically

The Competitive Edge in Business , Politics , and Everyday Life

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[illegible]3-11[illegible]

[illegible]“[illegible]1[illegible]2[illegible]1[illegible]2[illegible]2.50 [illegible]2[illegible]2.50 [illegible]2.75 [illegible]…… ”[illegible]

[illegible]3[illegible]3[illegible]3[illegible]

[illegible]3-12 [illegible]3[illegible]

[illegible]3-ll

[illegible]3-12

[illegible]“[illegible]”[illegible]·[illegible]John Nash[illegible]

[illegible]4[illegible]

[illegible]·[illegible]

[illegible]

[illegible]“[illegible]…… ”[illegible]

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[illegible]·[illegible]Thomas Schelling[illegible]①

① [illegible]·[illegible]Tanya Luhrmann[illegible]“[illegible]”[illegible]

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[illegible]4[illegible]I1[illegible]A4[illegible]A8[illegible]I5[illegible]A4 [illegible]I1[illegible]“[illegible]”[illegible]A4[illegible]A8[illegible]I1[illegible]I5[illegible]

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[illegible]·[illegible]Robert Campeau[illegible]

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$105*50/X+$90*(X-50/X)=90+15*50/X

① [illegible]“[illegible]”[illegible]

[illegible]97. 50[illegible]100[illegible]

[illegible]102 [illegible]

[illegible]

[illegible]3[illegible]

[illegible]50% [illegible]

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[illegible]

[illegible]110[illegible]110[illegible]100[illegible]·[illegible]

[illegible]102[illegible]97.50 [illegible]①

①[illegible]50[illegible]7[illegible]

1989 [illegible]

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[illegible]3[illegible]4[illegible]

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20[illegible]70[illegible]1973[illegible]3[illegible]1980[illegible]30[illegible]20[illegible]70[illegible]20[illegible]100[illegible]1986[illegible]10[illegible]1987[illegible]18[illegible]① [illegible]35[illegible]

① [illegible]1981-1985 [illegible]20[illegible]80[illegible]

[illegible]1[illegible]

[illegible]200[illegible]400[illegible]400[illegible]600[illegible]800[illegible]25[illegible]15[illegible]10[illegible]2[illegible]4[illegible]“[illegible]/[illegible]”[illegible]4-1[illegible]①

[illegible]4-l [illegible]

① [illegible]·[illegible]“[illegible]…… [illegible]”

[illegible]52[illegible]32[illegible]46[illegible]26[illegible]3200[illegible]2400[illegible]4600 [illegible]4200 [illegible]

[illegible]“[illegible]”[illegible]200[illegible]400[illegible]400[illegible]200[illegible]

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[illegible]4-2 [illegible]

[illegible]“[illegible]”[illegible]2[illegible]”[illegible]1[illegible]50[illegible]2[illegible]

[illegible]27 [illegible]1[illegible]1.08 [illegible]2[illegible]1[illegible]26[illegible]1.04 [illegible]4[illegible]1.54 [illegible]46[illegible]1[illegible]2[illegible]2[illegible]46[illegible]26[illegible]4[illegible]58[illegible]50[illegible]1.08 [illegible]

[illegible]4-1

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[illegible]“[illegible]”[illegible]1 [illegible]3[illegible]14[illegible]1[illegible]4[illegible]15.82 [illegible]13.34 [illegible]“[illegible]”[illegible]“[illegible]2[illegible]”[illegible]

[illegible]Yossarian[illegible]·[illegible](Joseph Heller[illegible]22[illegible]Catch-22[illegible]“[illegible]”[illegible]“[illegible]"

[illegible]1984[illegible]·[illegible](Walter Mondale[illegible]·[illegible]Ronald Reagan[illegible]1985[illegible]

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[illegible]99[illegible]-[illegible]-[illegible]Gralmm-Rudman-Hollings Act[illegible]

[illegible]4-3 [illegible]

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2 [illegible]

[illegible]200[illegible]25[illegible]25[illegible]① [illegible]“[illegible]”[illegible]trigger[illegible]

① [illegible]

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[illegible]GATT[illegible]①

① [illegible] 100 [illegible] —— [illegible]

[illegible] “[illegible]” [illegible] 1981 [illegible]

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[illegible]

3 [illegible]

[illegible]

[illegible] A&M [illegible] 1 [illegible] 50 [illegible] 20 [illegible] 70 [illegible]

[illegible]

[illegible] 200 [illegible] 4600 [illegible] 5200 [illegible] 600 [illegible] 4-4 [illegible]

[illegible]4-4[illegible]

[illegible]1400[illegible]4600[illegible]3200[illegible]1[illegible]1.8[illegible]13[illegible]200[illegible]1800[illegible]

[illegible]“[illegible]”[illegible]

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4 [illegible]

[illegible]Crazy Eddie[illegible]“[illegible]——[illegible]”[illegible](Newark&Lewis) [illegible]“[illegible]”[illegible]

[illegible]100[illegible]25[illegible]200[illegible]100[illegible]100[illegible]

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[illegible]“[illegible]”[illegible]

[illegible]E.I[illegible]Ethyl[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]① [illegible]“[illegible]”[illegible]100[illegible]

① [illegible]·[illegible]James Miller[illegible]“[illegible]”[illegible]“In the matter of Et hyl Corporation et al.” FTC Docket 9128[illegible]FTC Decisions, pp.425-686[illegible]

5 [illegible]

[illegible]

[illegible]18[illegible]10[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

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6 [illegible]

[illegible]·[illegible]Robert A xelrod[illegible][2][illegible]“[illegible]”[illegible]① [illegible]

① [illegible]·[illegible]Exodus, 21:22 [illegible]“[illegible]”[illegible]·[illegible]Matthew, 5:38[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]Luke, 6:31[illegible]

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[illegible]150[illegible]

[illegible]·[illegible]Anatol Rapoport[illegible]

[illegible]“[illegible]”[illegible]500 [illegible]

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[illegible]1987[illegible]1988[illegible]

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[illegible]Hatfields[illegible]McCoys)*[illegible]· [illegible]Mark Twain[illegible]Grangerfobrds)[illegible]Shepherdsons[illegible]·[illegible](Huck Finn[illegible]

“[illegible]——[illegible]”

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*[illegible]19[illegible]80[illegible]1890[illegible]——[illegible]

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[illegible]A) [illegible]4-6[illegible]

[illegible]4-6

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[illegible]① [illegible]

① [illegible]

[illegible]4-7[illegible]

[illegible]4-7

[illegible]

[illegible]

[illegible]

[illegible]5[illegible]50[illegible]

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8 [illegible]

[illegible]·[illegible]Alan Blinder[illegible][3][illegible]

[illegible]

1981-1982[illegible]·[illegible]Paul Volcker[illegible]

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[illegible]Western Pacific[illegible]·[illegible]Houghton Mimin[illegible]·[illegible]·[illegible]John Kenneth Galbraith[illegible]·[illegible]Archibald MacLeish[illegible]·[illegible]Arthur Schiesinger ,Jr.[illegible]· [illegible]“[illegible]·[illegible]·[illegible]Howard (Mickey) Newman[illegible]‘[illegible]’[illegible]‘[illegible]’”[1][illegible]·[illegible]

[illegible]·[illegible]Rupert Mudoch[illegible]

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[illegible]·[illegible]Oscar Wilde[illegible]“[illegible]”[3]

1 [illegible]

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[illegible]5-1[illegible]4[illegible]

[illegible]1 [illegible]2[illegible]

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[illegible]5-1 [illegible]5-2 [illegible]①

① [illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

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[illegible]“[illegible]”——[illegible]

[illegible]

[illegible]Dr.Strangelove [illegible]——“[illegible]”[illegible]·D·[illegible]Jack D.Ripper[illegible]

[illegible]①

① [illegible]100[illegible]47[illegible]53[illegible]100[illegible]

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[illegible]320[illegible]727[illegible]

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[illegible]6[illegible]2[illegible]4[illegible]7[illegible]

[illegible]3[illegible]7[illegible]10 [illegible]

[illegible]727[illegible]320[illegible]9[illegible]320[illegible]18[illegible][7]

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[illegible]·[illegible]Sam Goldwyn[illegible]“[illegible]”[l][illegible]The Maltese Falcon[illegible]·[illegible]HUrnphrey Bogart[illegible]·[illegible]Sam Spade) [illegible]·[illegible]Sydney Greenstreet[illegible](Gutman) [illegible]·[illegible]10000[illegible]

[illegible]“[illegible]”“[illegible]”[illegible]“[illegible]1[illegible]10[illegible][2]

[illegible]·[illegible]*[illegible]Thomas Hobbes[illegible]“[illegible]”[3] [illegible]King Lear[illegible]

*[illegible]——[illegible]

[illegible]

[illegible]5[illegible]

[illegible]

[illegible]the Rothschilds[illegible]①

① [illegible]·[illegible]Frederic Morton[illegible]The Rothschilds[illegible]" 1815[illegible]6[illegible]19[illegible]Rothworth[illegible]

[illegible]6[illegible]20[illegible]·[illegible]Nathan Rothschild[illegible]Wellington[illegible]”

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1 [illegible]

[illegible]5 [illegible]

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1961[illegible]·F·[illegible]John F·Kennedy[illegible]

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① [illegible]3000[illegible]3[illegible]

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[illegible]

[illegible]Mayflower Furniture Company[illegible]127[illegible]127[illegible]127[illegible]128[illegible]①

① [illegible]

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[illegible]Ghadafi[illegible]Ayatollah Khomeini[illegible]

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[illegible]1000[illegible]25000[illegible]

[illegible]……[illegible]“[illegible]”[illegible][6]

[illegible]25000[illegible][7]

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[illegible]“[illegible]”[illegible]①

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·CecilR Rhodes

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William

[illegible]Cortes[illegible]Cempoalla[illegible]153[illegible]“[illegible]…… [illegible]……[illegible]”[9]

[illegible]“[illegible]”[10][illegible]

[illegible]Helen[illegible]① [illegible][ll]

① [illegible]Xenophon[illegible]Schelling [illegible]“Strategic Analysis and Social Problems” [illegible]Choice and Consequence[illegible]Cambridge[illegible]Mass.[illegible]Harvard University Press[illegible]1984[illegible]

[illegible]·[illegible]Edwin Land[illegible]

1976[illegible]4[illegible]20[illegible]28[illegible]·[illegible]

[illegible]…… [illegible][12]

[illegible]·[illegible]Pudd’nhead Wilson[illegible]

[illegible]…… [illegible]“[illegible]”[illegible]“[illegible]

[illegible]’, [l3]

[illegible]1990[illegible]10[illegible]12[illegible]9.094[illegible]① [illegible]1[illegible]

① [illegible]15[illegible]

[illegible]·[illegible]1984[illegible]

[illegible]1989[illegible]12[illegible]·[illegible]Egon Krenz[illegible]

[illegible]

[illegible]“[illegible]”[illegible]·[illegible]Milton* Muffley [illegible]“[illegible]”

[illegible]①[illegible]·[illegible]Dimitri Kissov) [illegible]

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*[illegible]Merkin[illegible]——[illegible]

①[illegible]Tom Schelling[illegible]Arms and Influence, p.39[illegible]

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[illegible]Alcoholics Anonymous[illegible]AA[illegible]AA[illegible]

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[illegible]“[illegible]”[illegible]

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